



VETT 250 01W – Veterinary Professional Communications

CRN: 83729

COURSE SYLLABUS: Fall 2026 (8/20-12/4)

Web-Based

INSTRUCTOR INFORMATION

Instructor: Kristi Geckler, MS, LVT

Office Location: Veterinary Biomedical Technology – 100A

Office Hours: By appointment via email

Office Phone: 903-886-5203

University Email Address: Kristi.Geckler@etamu.edu

Preferred Form of Communication: University Email

Communication Response Time: 24-48 hours

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required:

- Job Readiness for Health Professionals: Soft Skills Strategies for Success, 4th edition
 - ISBN: 9780443111082

Optional Texts and/or Materials: There will be links to images, videos, and other supplemental materials.

Software Required: Any internet vehicle including Google Chrome, Firefox, etc. that follows the browsers below supported. Also, lecture materials, supplemental worksheets, videos, and slides will be available which will need to be opened using Adobe PDF, Microsoft Word, Microsoft Excel, and Microsoft Power Point.

Course Description

This course is designed to cover professional communications that may be encountered in veterinary practice. This course will include, but not be limited to: basic communication skills, psychology of client relations, client communication, leadership, social media, time and stress management, receptionist

The syllabus/schedule are subject to change.

duties and dealing with difficult clients, malpractice, human-animal bond, euthanasia, death and dying, career goals, resume writing, and interviews.

Student Learning Outcomes (Should be measurable; observable; use action verbs)

1. Students will be able to understand the basics of communication and recognize nonverbal communication, identifying body language, gesture, facial expression, and posture.
2. Students will be able to understand how to deal with conflict situations and how to manage conflict in a productive manner.
3. Students will be able to understand the importance of client communications, client education, and ethical client relations as it relates to medical treatment and interacting with a grieving client.
4. Students will be able to understand the importance of the VCPR and other legal aspects of veterinary medicine.
5. Students will understand the career planning process that includes self-assessment, personal development, and a career portfolio as a way to gain initial entry into the workplace.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

- Using the learning management system (D2L).
- Using Microsoft Word, Microsoft Excel, and Microsoft Power Point.
- Using presentations and graphic programs, etc.

Instructional Methods

- This course will be using the D2L learning platform.
- D2L is how lecture content, assignments, discussions, quizzes, and tests will be delivered.

Student Responsibilities or Tips for Success in the Course

- Regularly logging into the course website, approximately 2 hours of weekly study and 2 hours of participation time expected. These anticipated times are an estimation and may require more or less.
- The student will be held responsible for being familiar with all material presented in lectures, reading, and classmates' presentations.
- The student is expected to participate in all course activities and complete all assignments, quizzes, and examinations on time.
 - **LATE WORK WILL NOT BE ACCEPTED.**
 - It is the student's responsibility to be aware of posted deadlines and turn in the required work.
 - It is the student's responsibility to reach out via email if there are any extenuating circumstances that may allow for an extension (death of an immediate family member, hospitalization, etc.). These extensions will be given based on the excused absence policy set by the university.
- Any changes in the course schedule, such as examination dates, deadlines, etc. will be announced ahead of time via announcements on D2L or within the modules.
 - It is the student's responsibility to be informed of these changes by logging in to D2L.
- It is the student's responsibility to be informed about deadlines concerning registration (e.g., last day to drop, last day to withdraw, etc.).

The syllabus/schedule are subject to change.

Assessments

Participation

- Students are expected to “come to class”. This is a web-based course, that means students need to log in and participate weekly. It is highly recommended to log in daily to ensure no due dates, quizzes, or assignments are missed.
- Students will need to log in 2-3 times per week to be successful.

Discussions

- These posts will need to be well thought out and exhibit critical thinking skills and meet all points listed within the initial discussion prompt to receive full credit.
- All posts and replies need to be professional.
- When instructed, you are expected to respond/comment on a **minimum of 2** fellow classmates original discussion posts. Comments need to provide constructive points and allow for back and forth conversation.

Quizzes

- There will be quizzes posted in each module throughout the semester.
- Quizzes will be due on a specific date and time and are indicated in the modules.

Client Education Project

- Students will select one approved project topic. Either from the suggested topics, or a proposed topic of their own for instructor approval.
- Students will create a client education brochure/handout that is clear, accurate, and appropriate for veterinary clients.
- Students will prepare and deliver a presentation based on their approved client education topic.
- Students will complete a peer review of classmates listed in pre-selected groups based on their brochure/handout and presentation.
- Students will complete a self-evaluation based on their peers’ reviews on their brochure/handout and presentation.

Job Readiness

- Create a professional resume tailored to a provided job posting.
- Participate in a mock interview to mimic being in a real-world interview scenario.
- Demonstrate effective communication skills, professionalism, and interview skills throughout the mock interview.
- Complete a self-evaluation based on the feedback provided from the mock interview.

The syllabus/schedule are subject to change.

GRADING

Final grades in this course will be based on your accumulated total points during the semester according to the following distribution:

<u>Grade Item</u>	<u>Totals</u>
Participation	50 points
Discussions	195 points
Quizzes	130 points
Client Education Project	65 points
Job Readiness	70 points
Final Exam	100 points
Total Points	615 points

<u>Letter Grade</u>	<u>Points</u>	<u>Percentage</u>
A	554-615	90-100%
B	492-553	80-89%
C	431-491	70-79%
D	369-430	60-69%
F	<368	0-59%

Course Outline/Calendar

<u>Week</u>	<u>Module Information</u>	<u>Assignments Due</u>
Week 1 (8/24)	Chapter 1 – Beginning Your Career	Professional Identity and Career Success Discussion Ch. 1 Quiz Due: August 30th at 11:59 PM
Week 2 (8/31)	Chapter 2 – Managing Your Emotions	Self-Awareness as the Foundation of Professional Growth Discussion Ch. 2 Quiz Due: September 6th at 11:59 PM
Week 3 (9/7)	Chapter 3 – Building Emotional Strength	Building Emotional Strength Throughout Your Career Discussion Ch. 3 Quiz Due: September 13th at 11:59 PM
Week 4 (9/14)	Chapter 4 – Mastering Professional Communication	Professional Writing in Veterinary Medicine Discussion Ch. 4 Quiz Due: September 20th at 11:59 PM
Week 5 (9/21)	Chapter 6 – Communicating in Health Care	Communication Across Generations Discussion Ch. 6 Quiz Client Education Topic Client Education Sources Due: September 27th at 11:59 PM

The syllabus/schedule are subject to change.

Week 6 (9/28)	Chapter 7 – Managing Conflicts	Managing Challenging Coworkers Discussion Ch. 7 Quiz Due: October 4th at 11:59 PM
Week 7 (10/5)	Client Education Project	Brochure/Handout – October 11th Presentation – October 14th Peer Evaluation – October 16th Self-Evaluation – October 18th All dates are due at 11:59 PM
Week 8 (10/12)		
Week 9 (10/19)	Chapter 10 – Starting the Job Search	Networking as a Career Strategy Discussion Ch. 10 Quiz Due: October 25th at 11:59 PM
Week 10 (10/26)	Chapter 11 – Apply for Jobs	Ethics and Honesty During the Job Search Discussion Ch. 11 Quiz Due: November 1st at 11:59 PM
Week 11 (11/2)	Chapter 12 – The Interview Process	Preparing for the Veterinary Interview Discussion Ch. 12 Quiz Due: November 8th at 11:59 PM
Week 12 (11/9)	Chapter 9 – Preparing for the Externship	Reflecting on Professional Growth Discussion Ch. 9 Quiz Due: November 15th at 11:59 PM
Week 13 (11/16)	Chapter 15 – Advancing in Your Career	Career Advancement Through Intentional Planning Discussion Ch. 15 Quiz Due: November 22nd at 11:59 PM
Week 14 (11/23)	Job Readiness	Resume – December 2nd Mock Interview – December 4th Self-Evaluation – December 6th All dates are due at 11:59 PM
Week 15 (11/30)		
Week 16 (12/7)	Final Exam (Week 1-6; 9-13)	Final Exam Due: December 11th at 5:00 PM

The syllabus/schedule are subject to change.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

STUDENT RESPONSIBILITIES FOR COURSE

CWID and Password

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

The syllabus/schedule are subject to change.

Technology-Related Issues

Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

Learning Management System (LMS) – D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the [Learning Management System Requirements Webpage](#).
- Learn more on the [LMS Browser Support Webpage](#).

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

Include the Following in Emails with Instructor:

- Course name and subject in the subject line
- Salutation (Good afternoon, Dr. Jackson)

The syllabus/schedule are subject to change.

- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
 - Student name and CWID after the body of the email (possibly add to student signature on email)
-

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The [Code of Student Conduct](#) is described in detail online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#).

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

Use of Artificial Intelligence

The syllabus/schedule are subject to change.

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: [Office of Student Disability Services](#)

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

The syllabus/schedule are subject to change.

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



As an Institutional Member of the National Association of Schools of Music, East Texas State A&M University supports the Association's commitment to student health and wellness. The following web address provides links to information for resources related to physical and mental well-being, as well as assists in offering preventative measures that students can take to avoid serious and/or chronic conditions: [Musician Health and Safety - East Texas A&M University](#)

Department and Accrediting Agency Statement:

School of Music Mission Statement:

The syllabus/schedule are subject to change.

The School of Music at East Texas A&M University promotes excellence in music through the rigorous study of music history, literature, theory, composition, pedagogy, and the preparation of music performance in applied study and ensembles to meet the highest standards of aesthetic expression.

The syllabus/schedule are subject to change.